

Pierce County Housing Update - Resale Only

Key Market Indicators – October Recap

John L. Scott
REAL ESTATE

Pressure is Already on for Spring Housing Market



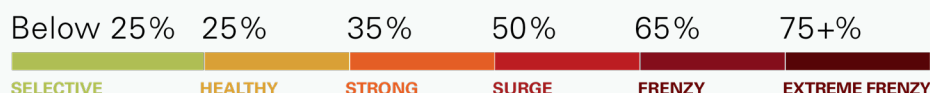
J. Lennox Scott
Chairman and CEO

We are entering the winter phase of the yearly housing cycle, during which the winter clean-up of unsold inventory occurs. This clean-up is spurred by listings expiring and homes taken off the market by sellers who wish to reposition in the spring. Come Jan. 1, unsold inventory will be at the lowest point of the year – down about 40 percent from the peak.

Strong job growth and low interest rates in the threes have already built up a pressure cooker in the more affordable and mid-price ranges, where 84 percent of sales occur. Strong price appreciation is ahead, and we anticipate frenzy sales activity intensity after the first of the year, up through the mid-price ranges.

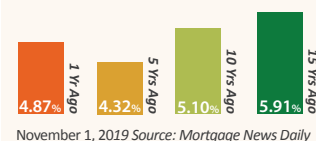
Price Range	Active Listings on November 1st	October New Listings	October Pending Sales	% Pending 1st 30 days (September List)	Sales Activity Intensity	Months Supply (Unsold)	Unsold Listing Supply
0 - 250K	96	108	147	70.1%	Frenzy	0.7	Extreme Shortage
250K - 350K	315	426	452	74.1%	Frenzy	0.7	Extreme Shortage
350K - 500K	430	415	440	61.6%	Surge	1.0	Severe Shortage
500K - 750K	289	159	140	41.1%	Strong	2.1	Shortage
750K - 1M	105	34	38	33.3%	Healthy	2.8	Shortage
1M +	73	15	15	22.2%	Selective	4.9	Healthy
Total Activity	1308	1157	1232	63.2%	Surge	1.1	Severe Shortage

SCALE: PERCENT OF NEW LISTINGS (PENDING) IN THE FIRST 30 DAYS



UNBELIEVABLE INTEREST RATES

3.72%



► WHAT'S YOUR HOME WORTH?

John L. Scott recently launched a home price valuation platform powered by Buyside that can help you understand what your home could be worth in today's market. Simply plug in your address and receive up to three different computer-generated home price estimates. However, it takes more than an algorithm to determine your home's worth. Contact your broker associate to learn more about this tool, along with today's current market price and seller marketing strategies.